

WYBC CONTINUITY ORDER

SPONSOR \_\_\_\_\_ STARTING DATE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ TERMINATION DATE \_\_\_\_\_  
PRODUCT \_\_\_\_\_ PROGRAM LENGTH \_\_\_\_\_  
DATE CONTRACT SIGNED \_\_\_\_\_ (if spot, leave blank)  
COMMERCIAL LENGTH \_\_\_\_\_

TIME(S) OF DAY AND DAYS OF WEEK TO BE AIRED:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

ADDITIONAL INFORMATION (selling points; location, price, special  
product, etc.)

HOW OFTEN IS THE SPONSOR TO BE SERVICED? \_\_\_\_\_

COMMERCIAL COPY SUPPLIED BY SPONSOR \_\_\_\_\_, CONTINUITY DEPARTMENT \_\_\_\_\_

SALES CREDIT \_\_\_\_\_ TO BE SERVICED BY \_\_\_\_\_

